

COVER AND BACK ONLY OF REPRITN REPRODUCED HERE
CONTACT THE SOCIETY OF AVAILABILITY OF ENTIRE REPRINT

CATALOGUE

Of
Magic
Lanterns
Stereopticons and
Moving Picture Machines



MONTGOMERY WARD & CO.

Originators of the Catalogue Business

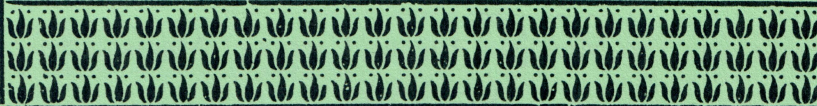
Nos. 111 to 120 Michigan Avenue, Corner of Madison Street
CHICAGO



THE NEW MONTGOMERY WARD & CO. BUILDING

Will be completed about September 1, 1899, and will be owned and occupied exclusively by us.

The tallest building in Chicago. The finest mercantile building in the United States, if not in the world. When completed, we will have nearly twenty-five acres of floor space filled with goods, valued at more than two million dollars, and 2,000 employes will be required to carry on our business. Come and visit us when in Chicago. Get a view of Chicago and Lake Michigan from our tower, 370 feet from :::::::::: the ground. Strangers are always welcome ::::::::::



Reprinted 1996

Magic Lantern Society of The United States and Canada
Courtesy of the Bob and Sue Hall collection